

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:  
Yekutiel Josefsberg

Serial No.: 10/597171

Group Art Unit: 2618

Confirmation No.: 7087

Examiner: Tu X Nguyen

Filed: January 3, 2007

For: METHOD AND APPARATUS  
FOR DETERMINING THE  
EFFICIENCY OF RADIO  
PUBLICITY AND/OR  
BROADCASTED PROGRAMS

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

### Reply After Final

Responsive to the Official Action of April 26, 2010 made FINAL having a shortened period for response terminating July 26, 2010, Applicant submits the following arguments and attached declaration by way of reply to the Office Action:

REMARKS/ARGUMENTS begin on page 2 of this paper.